



WCPO

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ORDER

Print Date 09/24/12

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Flight Dates 09/25/12-10/01/12

Contract / Revision 312182 /

Original Date / Revision
09/24/12 09/24/12

Advertiser Friends of Brown / Democra

Agency Shorr Johnson Magnus

Buying Contact

1831 Chestnut Street
Philadelphia, PA 19103Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Product

Candidate. Friends of Brown Weel

Agency Com 15%

Billing Contact

1831 Chestnut Street
Philadelphia, PA 19103

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Week # 6 9.25-10.1

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	22	\$19,167.50	\$22,550.00	0.00	08/27/12	09/30/12	22	\$19,167.50	\$22,550.00
October 2012	6	\$9,605.00	\$11,300.00	0.00	10/01/12	10/01/12	6	\$9,605.00	\$11,300.00
Totals	28	\$28,772.50	\$33,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	09/25/12	10/01/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	1:00	4	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		4			\$800.00			0.00			
		Week: 10/01/12	10/07/12	M-----		1			\$800.00			0.00			
N 2	WCPO	09/25/12	10/01/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	1:00	4	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		4			\$600.00			0.00			
		Week: 10/01/12	10/07/12	M-----		1			\$600.00			0.00			



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Contract / Revision 312182 Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:20:00

Advertiser Friends of Brown / Democr Product Candidate. Friends of Brown Estimate # Week # 6 9.25-10.1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WCPO	09/25/12	10/01/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	1:00	4	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					4	\$900.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$900.00		0.00			
N 4	WCPO	09/25/12	10/01/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	1:00	4	\$2,000.00	P-3	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					4	\$2,000.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$2,000.00		0.00			
N 5	WCPO	09/25/12	10/01/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	1:00	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$6,000.00		0.00			
N 6	WCPO	09/25/12	10/01/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	1:00	4	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					4	\$1,000.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$1,000.00		0.00			
N 7	WCPO	09/25/12	10/01/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	1:00	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$750.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 8	WCPO	09/25/12	10/01/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	1:00	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$600.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
													Totals	28	\$33,850.00